

# Q4<sub>2024</sub>

# ManpowerGroup Employment Outlook Survey

*Global Findings*





# Executive Summary

In the latest edition of the ManpowerGroup Employment Outlook Survey, 40,340 employers from 42 countries were asked about their fourth quarter hiring intentions, ESG and DEIB workforce strategies, and more.

## 25% Global Net Employment Outlook:

Calculated by subtracting employers planning reductions vs. those planning to hire.\* Increasing 3 percentage points since the previous quarter but weakening when compared to the same time last year by -5%.

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**91%** of organizations do not have the talent they need to meet their Environmental, Social, and Governance (ESG) goals.

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**Nearly half (47%)** of companies have formal LGBTQIA+ inclusion strategies, and another 20% are developing them.

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## Highest Global Hiring Demand:



Information  
Technology (IT)



Finance and  
Real Estate

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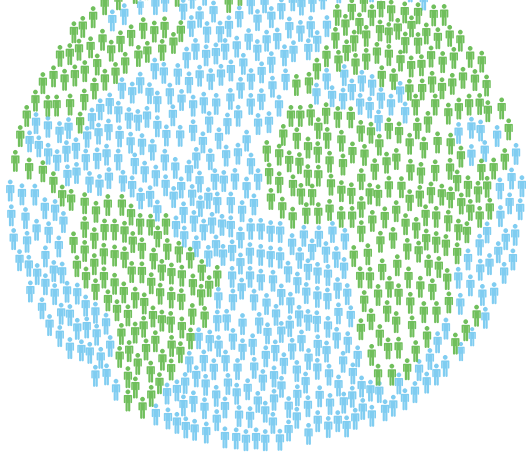
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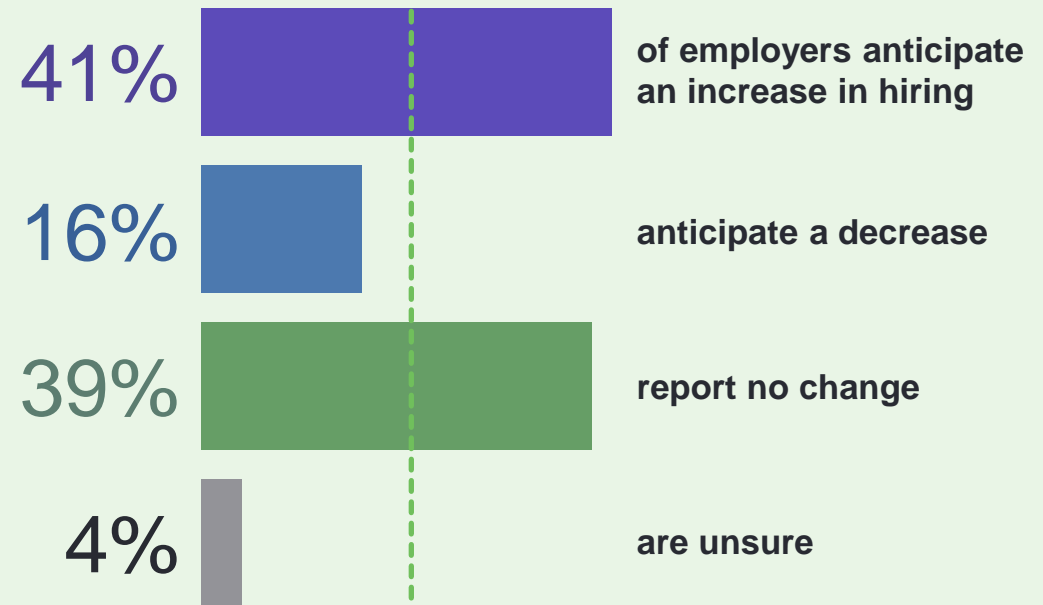
# Q4 Employment Outlooks





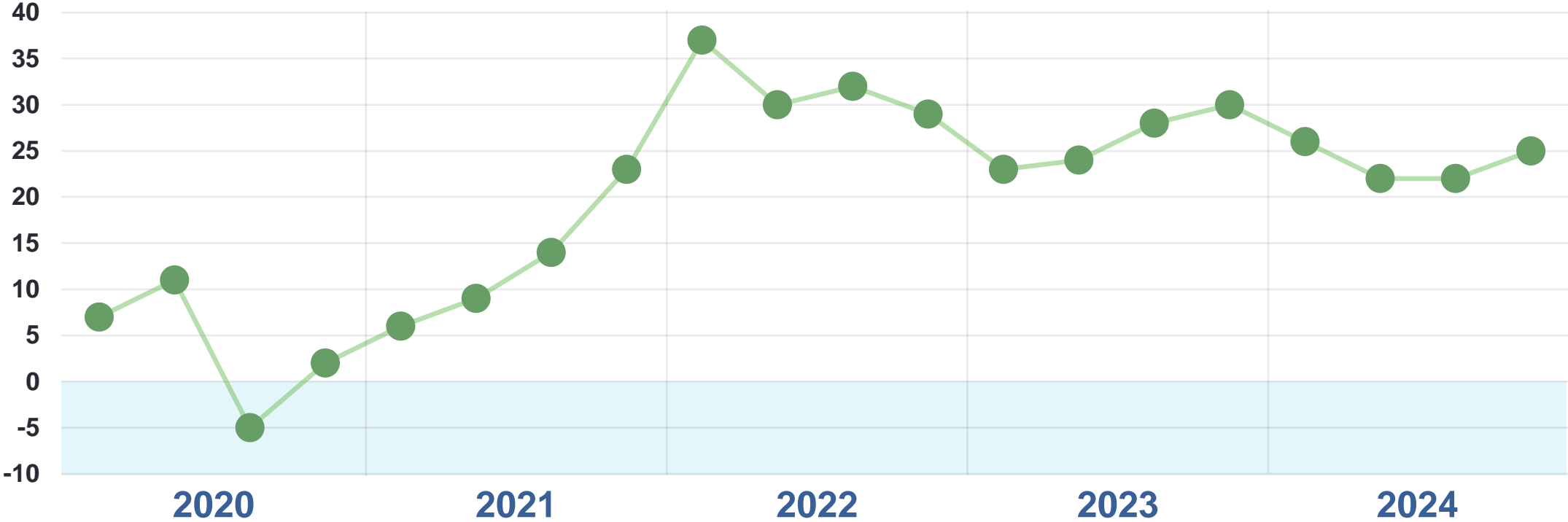
## Global Employment Outlook for Q4 2024

Used internationally as a bellwether of labor market trends, the Net Employment Outlook (NEO) — calculated by subtracting the percentage of employers who anticipate reductions to staffing levels from those who plan to hire — is now **25%**.



# Net Employment Outlook Changes Over Time

Global outlooks have increased 3 percentage points since the previous quarter but weakened when compared to the same time last year by 5%.



# Q4 Hiring Expectations by Country

## Seasonally Adjusted Net Employment Outlooks (NEO)



**37%** India  
Strongest NEO



**25%** Global  
Average NEO



**4%** Argentina  
Weakest NEO

<b>India</b>	<b>37%</b>	Peru	27%	Taiwan	16%
Costa Rica	36%	Canada	26%	Austria	15%
U.S.	34%	Norway	25%	Poland	15%
Brazil	32%	Finland	23%	Australia	14%
South Africa	32%	Colombia	22%	Puerto Rico	13%
Switzerland	32%	France	22%	Sweden	13%
Guatemala	30%	Germany	22%	Japan	12%
Ireland	30%	Panama	20%	Romania	12%
Mexico	30%	Spain	20%	Türkiye	12%
The Netherlands	30%	Greece	19%	Czech Republic	11%
Singapore	29%	Italy	19%	Chile*	8%
U.K.	28%	Portugal	19%	Hong Kong	8%
Belgium	27%	Slovakia	19%	Israel	8%
China	27%	Hungary	17%	<b>Argentina</b>	<b>4%</b>

\*Chile joined the program in Q2 2024. There is currently no historical data and the data has not been seasonally adjusted.





# Year-Over-Year Changes by Country

## Seasonally Adjusted Changes to NEO Since Q4 2023



**+5%** Hungary  
Most Strengthened Outlook



**-5%** Global  
Global Average



**-23%** Puerto Rico  
Most Weakened Outlook

<b>Hungary</b>	<b>+5%</b>	South Africa	-2%	Peru	-7%
Slovakia	+4%	U.S.	-2%	Singapore	-7%
Greece	+2%	France	-3%	Taiwan	-7%
U.K.	+2%	Belgium	-4%	Finland	-9%
Canada	+1%	Costa Rica	-5%	Colombia	-10%
Italy	+1%	<b>Global Average</b>	<b>-5%</b>	Austria	-11%
Japan	+1%	The Netherlands	-5%	Türkiye	-12%
Spain	+1%	Romania	-5%	Israel	-13%
Czech Republic	+0%	Argentina	-6%	Sweden	-13%
India	+0%	Brazil	-6%	Panama	-15%
Norway	+0%	Guatemala	-6%	Portugal	-16%
Germany	-2%	Mexico	-6%	Australia	-18%
Ireland	-2%	Switzerland	-6%	Hong Kong	-22%
Poland	-2%	China	-7%	<b>Puerto Rico</b>	<b>-23%</b>

\*Chile joined the program in Q2 2024. There is currently no historical data and the data has not been seasonally adjusted.





# Most Significant Outlook Improvements for Q4

Employers in 8 countries report a stronger hiring Outlook compared with the same period last year, weakening in 30, and remaining unchanged in 3.

## Quarter-Over-Quarter Improvements



## Year-Over-Year Improvements



# Hiring Expectations by Company Size

**Less than 10**  
Employees



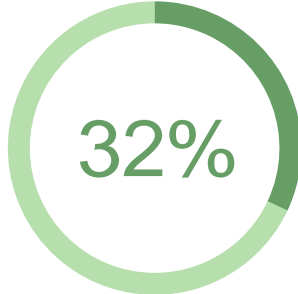
**10 - 49**  
Employees



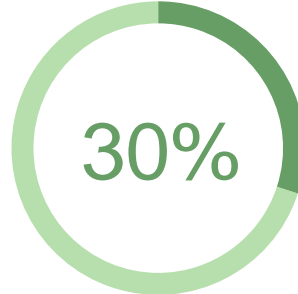
**50 - 249**  
Employees



**250 - 999**  
Employees



**1,000 - 4,999**  
Employees

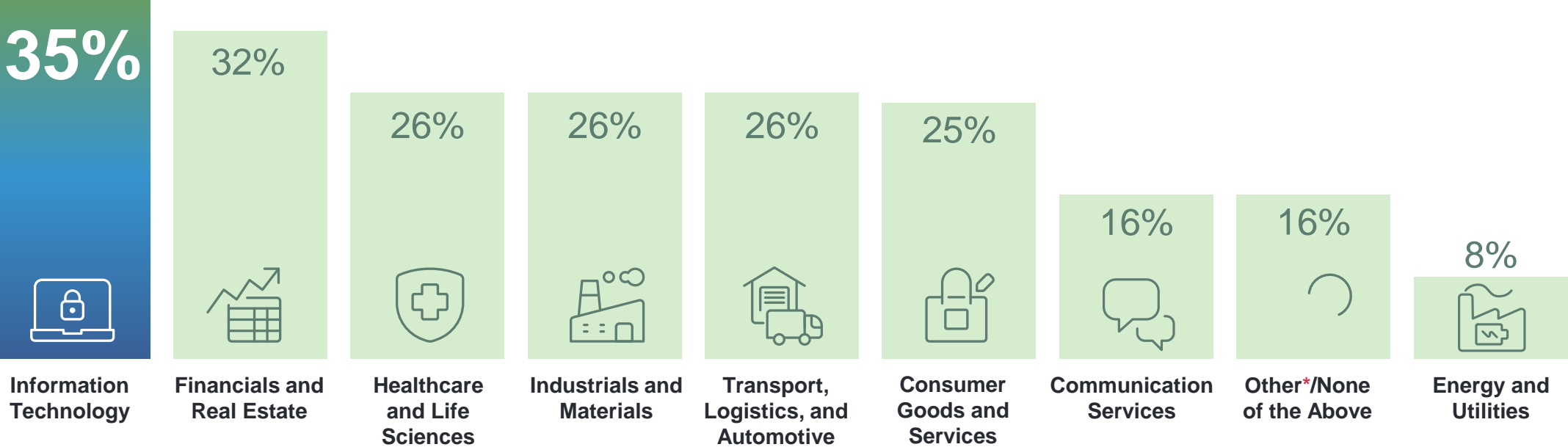


**5,000+**  
Employees



# Global Employment Outlooks Across Key Industry Sectors

Businesses in the **Information Technology (IT)** industry reported the strongest Outlook for the eighth consecutive quarter but declined 4% versus Q4 2023.



\*Includes: Government or Public Service; Not for Profit/NGO/Charity/Religious organization; Other Industry; Other Transport, Logistics and Automobiles Sub-Industry; Educational Institutions; Agriculture and Fishing



# Employment Outlooks Across Europe, the Middle East, and Africa

Hiring expectations remain the lowest in Europe, the Middle East, and Africa (21%), but strengthened by 2% since Q3 2024 and weakened 3% year-over-year.

Outlooks vary across the region with employers most keen to hire in South Africa (32%), Switzerland (32%), Ireland (30%) and The Netherlands (30%). Weakest Outlooks are in Israel (8%) and the Czech Republic (11%).

The strongest Outlook globally for the Healthcare & Life Sciences (62%) industry vertical was reported by employers in Belgium, Energy & Utilities (55%) in South Africa, Communication Services (50%) in Greece, and Transport, Logistics, and Automotive (49%) in Slovakia.

## Strongest Hiring Intentions



South Africa  
32%



Switzerland  
32%



Ireland  
30%



The Netherlands  
30%

## Weakest Hiring Intentions



Israel  
8%



Czech Republic  
11%

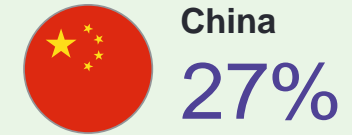
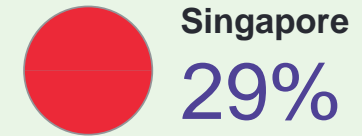
# Employment Outlooks Across The Asia-Pacific



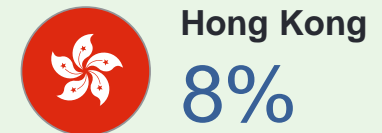
Hiring managers across the Asia-Pacific countries anticipate the second strongest regional Outlook (27%), an increase from the previous quarter (+4%) but decreased when compared to the same time last year (-5%).

India (37%), Singapore (29%), and China (27%) continue to report the strongest Outlooks in the region. The most cautious Outlooks were reported by employers in Hong Kong (8%).

The strongest Outlook globally for the Financials & Real Estate (64%) industry vertical was reported by employers in Singapore.



## ↘ Weakest Hiring Intentions



# Employment Outlooks Across the Americas



Employers across North, Central, and South America reported the strongest regional Outlook for Q4 (29%), with hiring intentions improving 3% quarter-over-quarter but declining 5% from the same period last year.

Employers in Costa Rica (36%), the U.S. (34%), and Brazil (32%) reported the strongest hiring intentions across the regions for Q4.

The strongest Outlook globally for the Consumer Goods & Services (56%) industry vertical is reported by employers in Guatemala, and both Information Technology (53%) and Industrials & Materials (43%) in Costa Rica.

\*Chile joined the program in Q2 2024. There is currently no historical data and the data has not been seasonally adjusted.

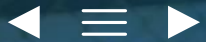


## ↘ Weakest Hiring Intentions

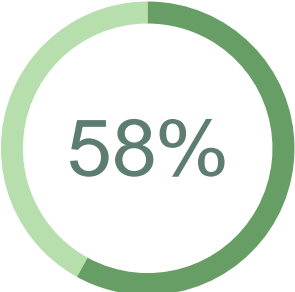




# Workforce Trends

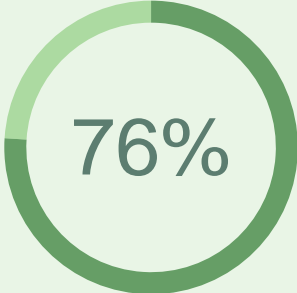


# Gen Z Workforce Employer Sentiment

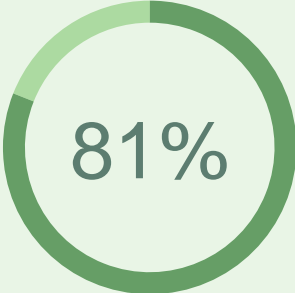


58% of employers believe their Gen Z employees **feel stressed daily**

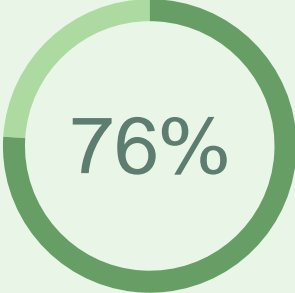
29%  
of employers  
**disagree**



76% of employers believe their Gen Z employees are supported in their **work-life balance and personal well-being**



81% of employers think their Gen Z employees **have the right tech and tools** to do their job well



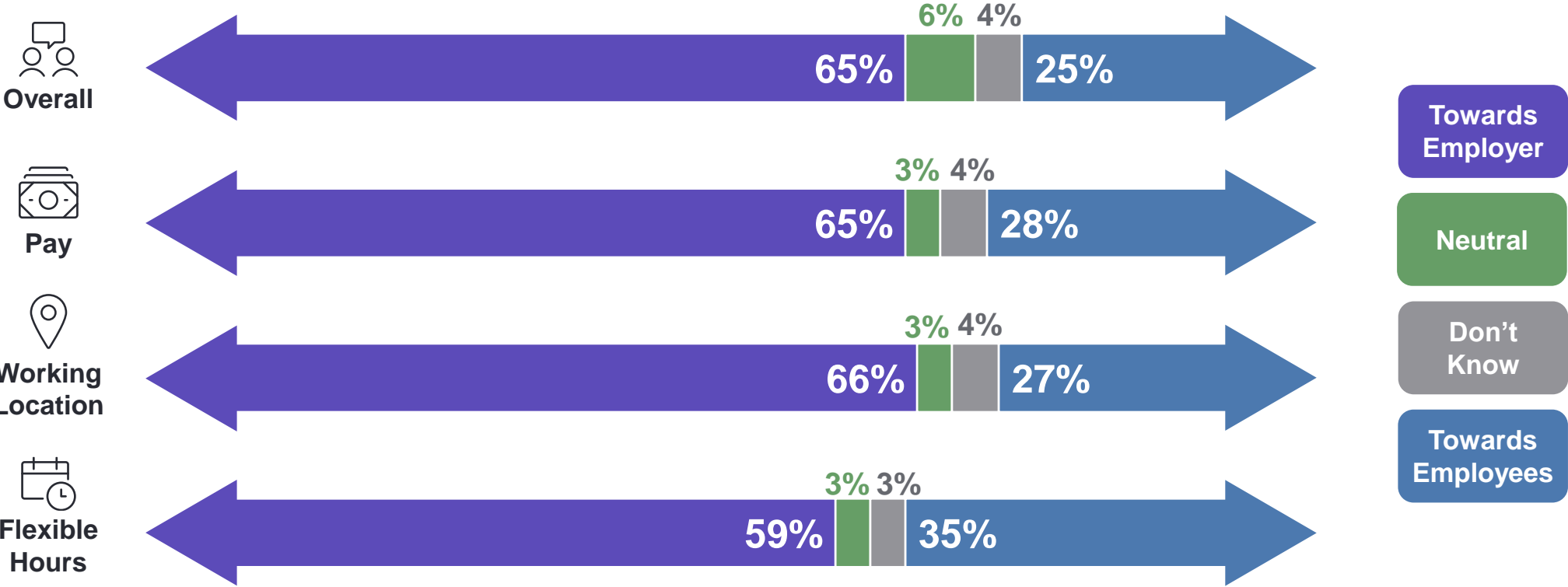
76% of employers are confident that their Gen Z employees have the **skills and experience** needed for their jobs





# Balance of Power Still Favors Employers

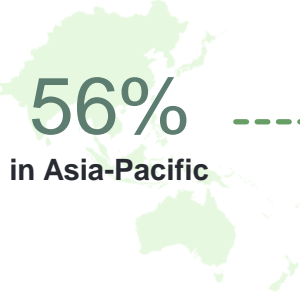
When it comes to negotiating pay, working location, and flexible working hours, employers believe they hold the power.



# Employer Strategies for Workforce Retention

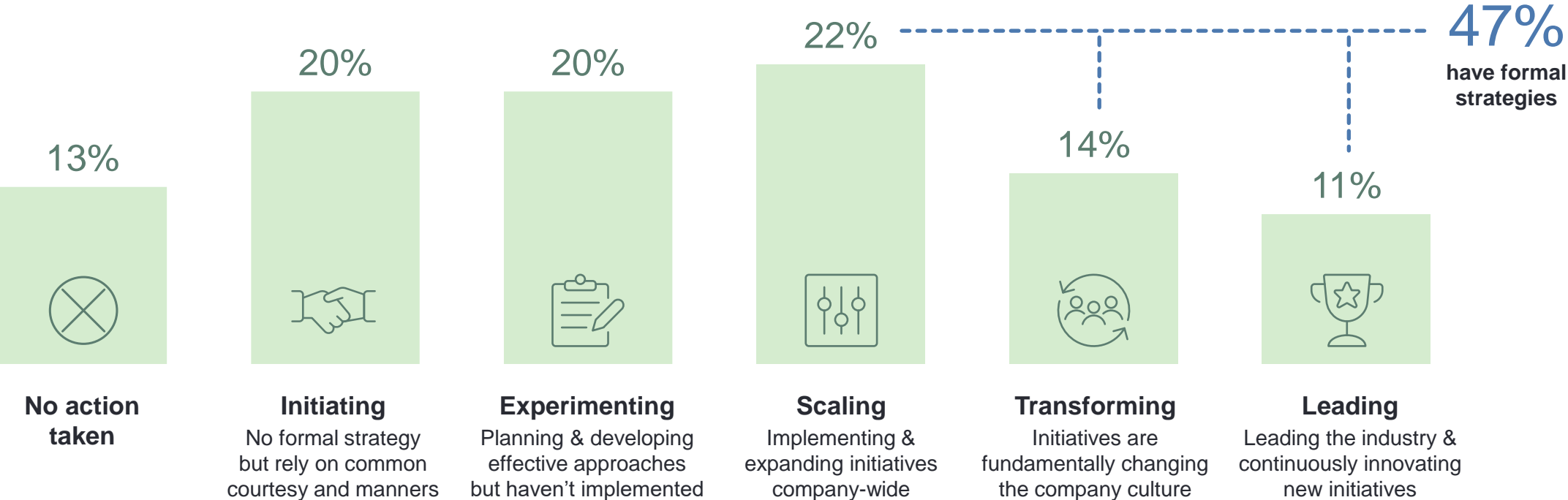
Increasing work-life balance is the top priority for employers as they focus on increasing worker retention. This is especially true for organizations in the Asia-Pacific region.

Increasing work-life balance



# Workplaces Advancing LGBTQIA+ Inclusion

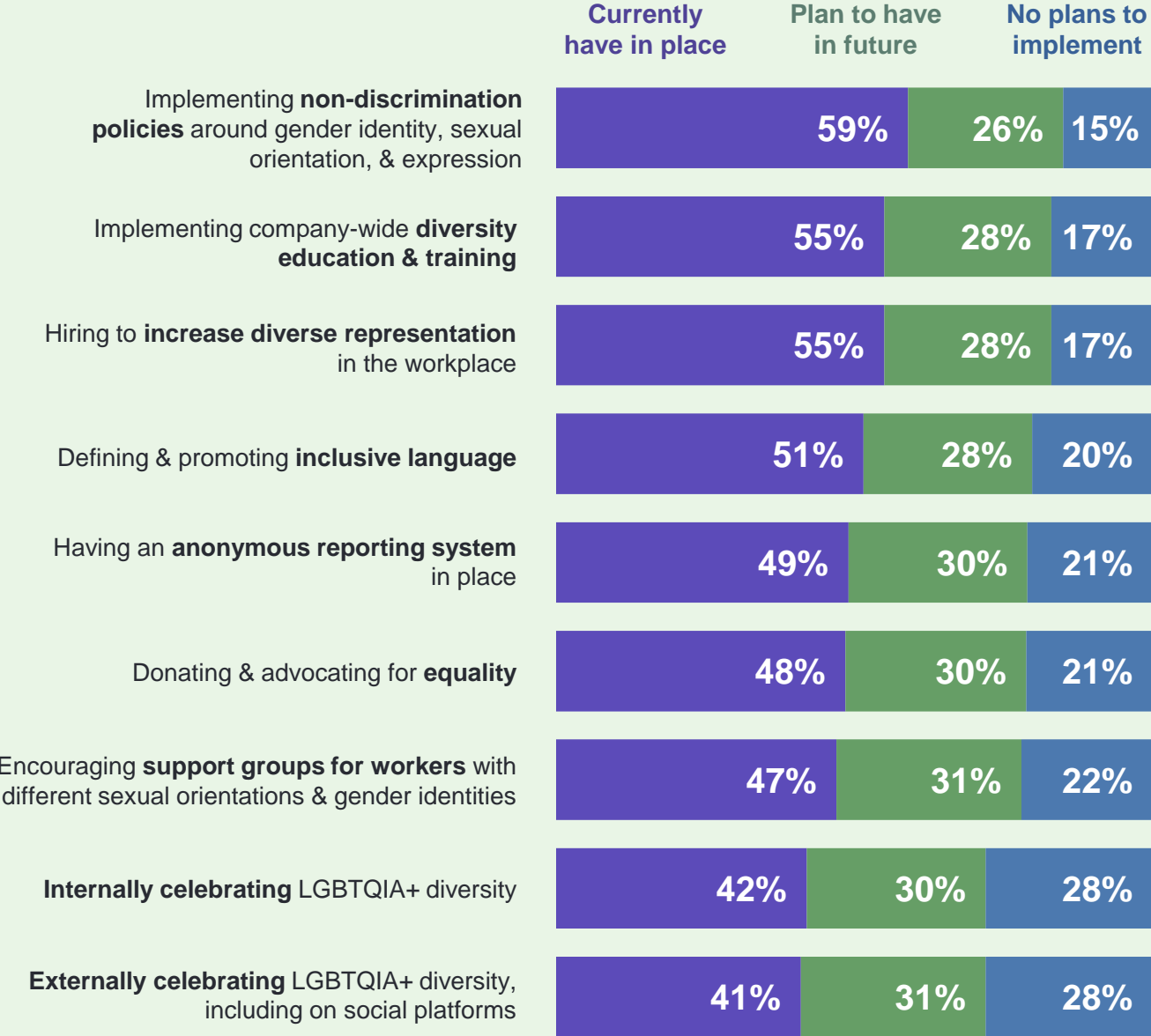
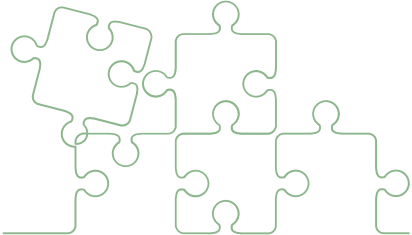
Nearly half (47%) of companies have formal LGBTQIA+ inclusion strategies, and another 20% are developing them.



# How Employers Are Fostering Diversity & Inclusion

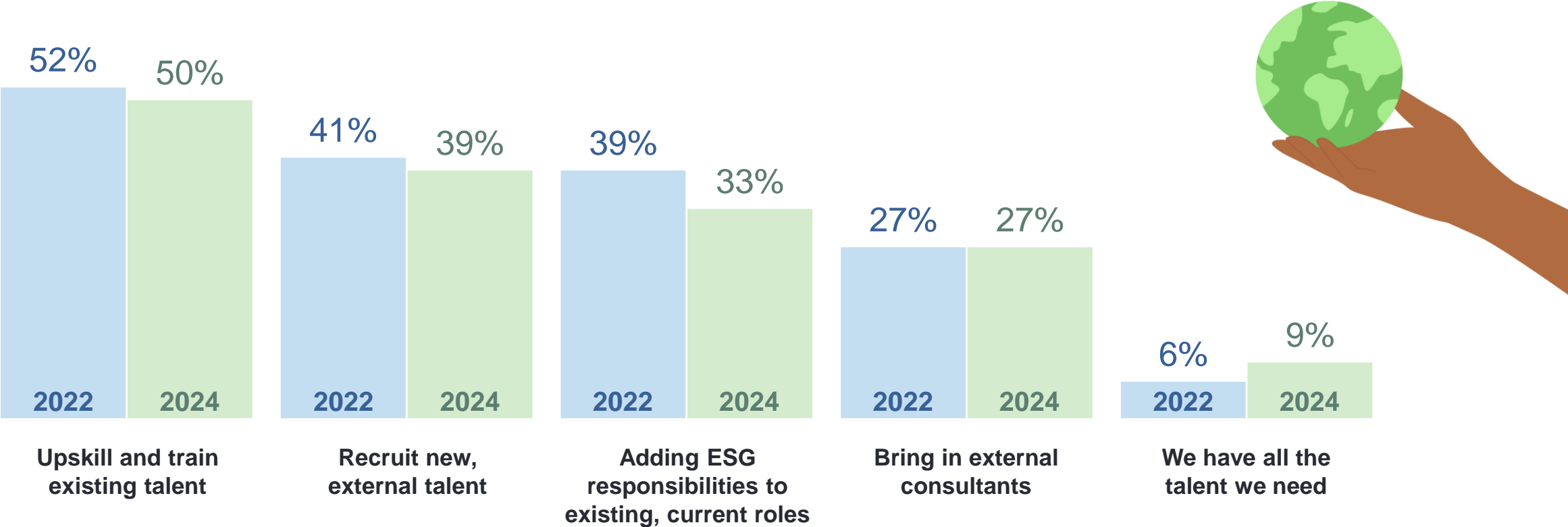
Employers are implementing or planning various measures to better support their LGBTQIA+ workforce, ultimately benefiting everyone.

Key strategies include non-discrimination policies, diversity training, and increased representation.



# ESG Skills Gap Continues for Majority of Companies

91% of employers say they lack the talent needed to achieve their Environmental, Social, and Governance (ESG) goals.





# Outlooks by Industry Vertical





## Communication Services

A majority (73%) of Communication Services organizations report difficulty finding the skilled talent they need.\*

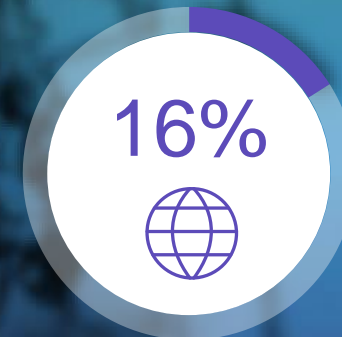
The global NEO for the Communications Services industry is 16%. This figure increased 5% from the previous quarter and decreased 15% when compared to the same period last year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook





## Consumer Goods and Services

A majority (76%) of Consumer Goods and Services employers report difficulty finding the skilled talent they need.\*

The global NEO for Consumer Goods and Services employers is 25%. This figure increased 3% from the previous quarter and remains unchanged year-over-year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook







## Energy and Utilities

A majority (71%) of Energy and Utilities employers report difficulty finding the skilled talent they need.\*

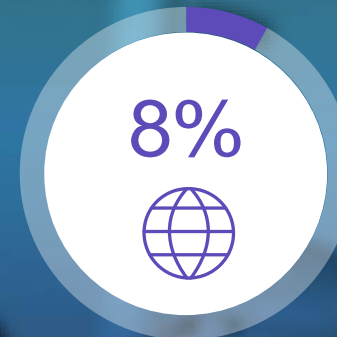
The global NEO for Energy and Utilities employers is 8%. This figure decreased 1% from the previous quarter and 23% when compared to the same period last year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook





## Financials and Real Estate

A majority (72%) of Financials and Real Estate employers report difficulty finding the skilled talent they need.\*

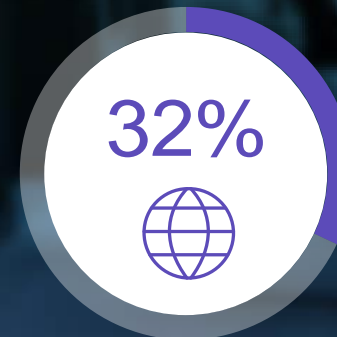
The global NEO for Financials and Real Estate employers is 32%. This figure increased 5% from the previous quarter but decreased 1% when compared to the same period last year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook



# Healthcare and Life Sciences

A majority (77%) of Healthcare and Life Sciences employers report difficulty finding the skilled talent they need.\*

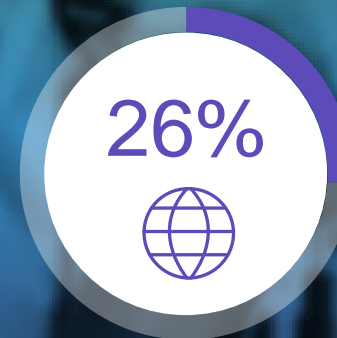
The global NEO for Healthcare and Life Science employers is 26%. This figure decreased 1% from the previous quarter and 5% year-over-year.

\* The 2024 Global Talent Shortage, ManpowerGroup

## Reported Talent Shortage



## Global Net Employment Outlook





## Industrials and Materials

A majority (75%) of Industrials and Materials employers report difficulty finding the skilled talent they need.\*

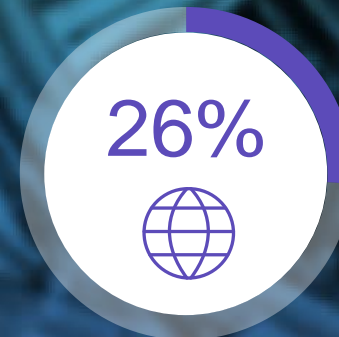
The global NEO for Industrials and Materials employers is 26%. This figure increased 2% from the previous quarter and is down 1% when compared to the same period last year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook





## Information Technology (IT)

A majority (76%) of IT employers report difficulty finding the skilled talent they need.\*

The global NEO for IT employers is 35%. This figure increased 6% from the previous quarter but decreased 4% when compared to the same period last year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook





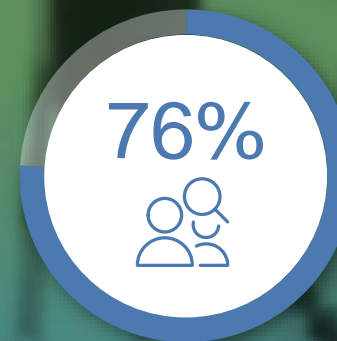
## Transport, Logistics and Automotive

A majority (76%) of Transport, Logistics and Automotive employers report difficulty finding the skilled talent they need.\*

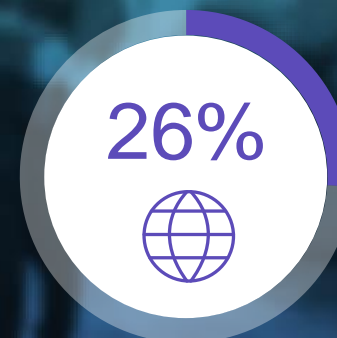
The global NEO for Transport, Logistics and Automotive employers is 26%. This figure increased 5% from the previous quarter and is down 2% year-over-year.

\* The 2024 Global Talent Shortage, ManpowerGroup

### Reported Talent Shortage



### Global Net Employment Outlook



# About the Survey



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# About the Survey

**The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key labor market indicator.** The Net Employment Outlook is derived from the percentage of employers anticipating an increase in hiring activity and subtracting from it the percentage of employers expecting a decrease. Running since 1962, various factors underpin its success:

**Unique:** It is unparalleled in its size, scope, longevity, and area of focus. The Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

**Independent:** The Survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

**Robust:** The Survey is based on interviews with 40,340 public and private employers across 42 countries and territories to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

**Focused:** For more than six decades, the Survey has derived all its information from a single question: "How do you anticipate total employment at your location to change in the three months to the end of December 2024 as compared to the current quarter?"

**Survey Methodology:** The methodology used to collect NEO data has been digitized in 42 markets for the Q4 2024 report. Survey responses were collected from July 1-31, 2024. Both the question asked and the respondent profile remain unchanged. The size of the organization and sector are standardized across all countries and territories to allow international comparisons.

## Forward-Looking Statements:

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty and workforce trends, including, advancing diversity and inclusion initiatives and closing the skills gap to address ESG goals.. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.





# Frequently Asked Questions

## **What does Net Employment Outlook mean?**

The Net Employment Outlook (NEO) is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. A positive NEO figure means that, on balance, more employers expect to add to their headcount in the following three months than those who intend to reduce staff.

## **What does Seasonal Adjustment mean? Why is it used in the ManpowerGroup Employment Outlook Survey?**

Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year – typically due to various external factors, such as changes in weather, traditional production cycles, and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the Survey results.

## **How are companies selected for the Survey?**

Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

## **Who do you interview in each company?**

The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally, this will be the head of human resources (HR) or an HR manager. In smaller organizations, however, that person may be a general manager or even the CEO.

# ManpowerGroup Solutions Across the Entire HR Life Cycle

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**Workforce  
Management**



**Talent  
Resourcing**



**Career  
Management**



**Top Talent  
Attraction**



**Strategic Workforce  
Planning**



**Workforce Consulting  
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